

## Women and Decision-making in the Print Media

*A study to establish whether newspaper content has been transformed  
by employing more black women in decision-making positions.*

Mandy Eachells



"Assignment presented in partial fulfillment of the requirements for the degree of Master  
of Journalism at the University of Stellenbosch"

Professor Lizette Rabe

April 2004

Declaration

I, the undersigned, hereby declare that the work contained in this assignment is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

Date: 16 January 2004

## **Abstract**

This study investigates whether black women in senior management positions with decision-making authority have had an impact on the newsrooms of the Cape Town newspapers *Die Burger*, the supplement *Jip*, community newspaper *MetroBurger*, the *Cape Times*, the *Cape Argus*, the *Weekend Argus* and the *Southern Mail*, one title of the Cape Community Newspapers. Labour legislation promulgated in South Africa in 1994 means companies have to employ human resources equitably in keeping with the racial demographics of each province. Given the historical background of the South African media and the fact that it is almost 10 years after the first democratic elections in this country, what new paths have black South African women journalists forged for new journalists? This study focuses on the role of black women with regard to decision-making at the aforementioned newspapers. During the course of this study, 5 of the 6 women respondents have resigned from their positions. Other findings are that the editors generally have limited knowledge of the responsibilities of the women in this study. The editors have also indicated that no changes have been made or will be made to the job descriptions of the women, while the women have indicated that there have, indeed, been changes to their job descriptions. These changes have related to editorial and non-editorial responsibilities. While no training plans have been set out specifically for the women respondents, most of them have indicated they wanted more training opportunities. Most of the women respondents have indicated higher remuneration and job satisfaction as being the main reasons for resigning.

## **Abstrak**

Die studie ondersoek die impak wat swart vroue in senior bestuursposisies met besluitnemingsgesag gehad het op die nuuskantore van die volgende Kaapse koerante: *Die Burger*, die *Jip* bylae, die *MetroBurger* gemeenskapskoerant, die *Cape Times*, die *Cape Argus*, die *Weekend Argus* en die *Southern Mail*, een titel in die Cape Community Newspapers-stal. Arbeidswetgewing wat in 1994 in Suid-Afrika gepromulgeer is, beteken maatskappye moet menslike hulpbronne in diens neem op 'n regverdige basis en in ooreenstemming met die rasse-demografie van elke provinsie. Gegewe die historiese agtergrond van die Suid-Afrikaanse media en die feit dat dit bykans 10 jaar is ná die eerste demokratiese verkiesing, watter nuwe paaie het Suid-Afrikaanse vroue-joernaliste gebaan vir nuwe joernaliste? Die studie fokus op die rol van swart vroue met betrekking tot die besluitnemingsproses in die genoemde koerante. Gedurende die studie het vyf van die ses respondente bedank. Ander bevindinge is dat redakteurs in die algemeen 'n beperkte kennis het van die verantwoordelikhede van die vroue wat deelgeneem het aan die studie. Die redakteurs het ook aangedui dat geen veranderings gemaak is of gemaak gaan word aan die posbeskrywings van die vroue nie, terwyl die vroue aangedui het dat daar wel veranderings aan hul posbeskrywings gemaak is. Hierdie veranderings was verwant aan redaksionele en nie-redaksionele verantwoordelikhede. Terwyl geen opleiding spesifiek uitgewys is vir respondente in hierdie studie nie, het die meeste van hulle aangedui dat hulle meer opleidingsgeleenthede sou wou hê. Die meeste respondente het ook aangedui dat die hoofredes vir hul bedanking beter salarisse en werksbevrediging is.



## **Acknowledgements**

I wish to thank the following people for their insight, encouragement and support:

My husband Hilton Eachells, and sons Brent and Jarryd.

My supervisor, Professor Lizette Rabe, Head: Journalism Department, University of Stellenbosch.

All the respondents, without whom this work would not have been possible.

My extended family and circle of friends.

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## 1. Introduction

South Africa, as a former British and Dutch colony, has inherited the accompanying restrictions of these colonial powers also in its media, as is

“reflected in the patterns of media ownership and control, including imbalances within the newsrooms” (*The Media Development and Diversity Agency. A Draft Position Paper*, 2002:10) (henceforth referred to as the MDDA).

The MDDA position paper further states that:

“The challenge of democratic transformation in South Africa as it affects the media is a challenge to ensure that all interests, sectors and schools of thought are adequately catered for by the media industry” (MDDA, 2002:10).

While Britain and the Netherlands were among the forerunners of newspaper establishment (May, 1967: 99-104), these some-time colonial powers did not extend the same freedom of the press they enjoyed to their colony (Rabe, 2001:6).

“During Dutch (colonial) period (1652-1795, 1803-1806) the people at the Cape did not have their own newspapers ...” (Claassen, 1998:121).

Claassen found that news and articles about the Cape were rare and, further, in part that:

“The Dutch East India Company rulers in the Netherlands feared that a press at the Cape could be an instrument of revolution” (Claassen, 1998:121).

Under British colonial rule of the Cape the press was equally slow to develop (Claassen, 1998:122).

It is against this socio-political background that women, especially in the founding years of the South African newspaper industry, have been denied working positions at South African newspapers (Rabe, 2001:6). As a result, says Rabe, the South African media developed slowly and “evidently also resulted in women much later starting to play a role in journalism” (Rabe, 2001:6) (Van der Vyver, 1987:6).



Later, societal mores allowed women editors into the fold on condition there was a male family member – husband, father or brother – who had founded the publication and whom they had succeeded upon death. To escape the stigma attached to being working women, and journalists at that, many forerunners in women journalism used pseudonyms (Van der Vyver, 1987:19).

Uniquely South African publications, including the first newspaper in the Naspers stable, *De Burger* (established in July 1915, and the forerunner of the Naspers flagship newspaper *Die Burger*), had not escaped this male-dominated trademark. Initially, both English and Afrikaans newspapers relegated women journalists to the society pages of their newspapers. At *Die Burger* and the Independent Newspapers' South Africa flagship, *The Star*, women journalists could write only about so-called society issues, including fashion and "women's issues" (Rabe, 2001:6).

## 2. Literature Review

The average for women's participation in the workforce for ages 15-64 in Africa is 48%; for South Africa it is 42% (*Where Women Stand*, 1997:55).

What is the position of women in the media, particularly the status of black women journalists in senior management positions in South Africa today?

Rabe (2003:4) says in a study that the demographics of the population of South African journalism schools show that women make up almost two thirds of the student population. Citing as an example the University of Stellenbosch's graduate journalism department, Rabe found that, in the university's 25-year existence, women graduating on the honours level (387 or 65.4%) were in the majority compared to men (205 or 34.6%) (Rabe, 2003:4).

Rabe further states that:

“the fact that these percentages are not reflected in newsroom hierarchy, or eventually in media management, can be attributed to the fact that women are not encouraged, trained or empowered for leadership ...” (2003:4).

Similar patterns of employment practices could be found in the early years of the South African media. In her inaugural lecture at the University of Stellenbosch, Rabe (2001:6) said the first Afrikaans newspaper, *Di Patriot*, founded in 1876, and the first Afrikaans magazine, *Ons Klyntji*, established in 1896, both prescribed an active policy against employing women (Rabe, 2001:6).

At Independent Newspapers South Africa, *The Star* appointed Anna, the duchess of Bremond, as a reporter upon its establishment in 1889 in Johannesburg. But until about 20 years later, *The Star* still had only one woman reporter, who was still consigned to writing only about “women's issues” (Rabe, 2001:6).

The *Cape Times*, established in 1876, appointed Jane Arbous, its first woman news editor, in 1983 – that is 107 years after the newspaper's founding. In an interview with the researcher, Shaw said Arbous was succeeded in 1985 by a white man (Shaw, 2002).



It bears mentioning that during the 1980s most of the senior editorial managers at the *Cape Times* were women, known as the “Strongbow Sisters” (Crocker, 2002). Crocker said it was also under woman night news editor Katherine Butt that the *Cape Times* won the Frewin Trophy for Newspaper Design in 1996. Butt was the first woman appointed as the assistant editor at the newspaper and to such a senior position at the *Cape Times*, in the newspaper’s 120-year existence (2002).

Women who have held senior posts at the *Cape Times* previously include Business Editor Maggie Rowley, Arbous, chief sub-editor Valma Odendaal, Butt and chief sub-editor Didi Moyle. Today women on the senior editorial staff include Crocker, copy taster Ethene Zinn, revise sub-editor Mignonne Rodel and chief photographer Karin Retief (Crocker, 2002). These are all white women. In an interview with the researcher, *Cape Times* editor Chris Whitfield (2002) said the newspaper has not appointed a single black woman to its senior management.

At Media24, a subsidiary of Naspers that publishes *Die Burger* and a number of magazines and has an internet division, professional women journalists and editors did find a home for themselves, but only at niche publications with the female market as its target audience. Again women were relegated to women’s magazines, with *Sarie Marais* leading the field in 1948, followed by *Fair Lady* (1965), *Cosmopolitan* (1984), and others (Claassen, 1998:126-7).

Among the leading Afrikaans women journalists were MER and Rykie van Reenen, who, in a pioneering move, was acting editor of a weekly newspaper (Rabe, 2001:7).

More than 55 years after its founding, *Die Burger* appointed Mercy Morkel as its first coloured woman reporter. Ten years later, in the 1980s, Latiefa Mobarra, also coloured, was the first woman appointed to the night office of *Die Burger* (Rabe, 2001:9).

How then does employment practices in South Africa, a relatively new democracy and a country that has a dual economy (first world and third world) compare today to other developing nations?

In Latin America, this employment practice prevails even today when it is normal for women editors to work on supplements geared towards women and families, or departments related to health or children (Rosales, 2001:103). Rosales found it is unlikely for women to head departments dedicated to science and technology, the economy or computers.



And Colombian women journalists are still confronted with macho, male-dominated newsrooms where women are not treated very seriously and important reporting assignments were tacitly reserved for men (Caballero, 2001:105).

Further, a Gender and Media Baseline Study, a joint study of the Media Institute of Southern Africa and Gender Links, a southern African non-governmental organization, found that men dominated the media in Southern Africa:

“Men’s voices dominated the hard news categories of economics, politics and sport, and the only topic on which women’s voices outnumbered those of men was gender equality. The highest level of representation of women in the media was as TV presenters” (Genderlinks/Irin, 2003).

MISA also stated that, while women make up 52% of the Southern African population:

“women were the least represented in the print media and constitute only 22% of those who write news stories.” [And] “their absence was ‘especially marked’ on the economics, politics, sports, mining, and agricultural beats. The only areas where they came close to achieving gender parity were health and HIV/Aids, human rights, gender equality, gender violence, media and entertainment” (2003).

Among the key findings of a report into equitable labour practices, the South African labour ministry found that in July 2002, 25% of top managers were black.

“Of these, Africans made up 8%, coloureds 13% and Indians 4%. Women held 12% and men 88% of all top management positions in the country” (Pela, 2003:1).

The newspaper report further stated that:

“80% of senior management positions were still filled by whites. Blacks held 20% of senior management positions ... Africans accounted for 10%, coloureds 5% and Indians 5%” (Pela, 2003:1).

By comparison, America, widely accepted as the world’s leading democracy, and therefore, a democracy also in extent to its media, the media employment practices are as follows: In 1971 in



American newsrooms, about 22% of daily newspapers' journalists were women. By 1982, women made up more than 34% of newsroom staff. But these figures remained static for the next 20 years even though by the late 1970s, women were the majority of journalism students and have been 60% or more of journalism students since the early 1980s. In 1998 women represented 37% of the news staff and 34% of the newsroom supervisors; the Newspaper Association of America found that women made up 20% of top newspapers executives in 1998 (Bulkeley, 2002:60-62).

As a result, Hernandez (1996:12) said discrimination towards women was still pervasive in many media companies in every country in the world and that women felt they lacked role models and mentors, and there was a clamour for limited "women's positions" in upper management.

In a study the International Women's Media Foundation found that 93% of women journalists polled worldwide believed they faced obstacles their male counterparts do not experience. Of these, the biggest obstacles were balancing work and family and women did not want to be forced to choose between them (Hernandez, 1996:12). The demands made on women as primary caregivers in the family have also been highlighted by Rabe (2001:11).

Rabe says:

"Managing a career and home life remains one of the challenges for women. This is even more so the case for women journalists who do not have specific work hours and have to be available 24 hours a day (2001:11).

Because of these obstacles, respondents in the Hernandez (1996:12) study believed they were being passed up by younger journalists with fewer demands on their time and finances.

As can be expected from these examples of evidently women-unfriendly working environments, the result has been borne out that women would seek alternative employment. For example, Bulkeley (2002:62) reported that:

- women leave newspaper jobs at a higher rate than men,
- women are underrepresented in newspaper management and
- are clustered in low- and mid-management positions.

The report said black women journalists over 35 years were the most likely to leave, citing a least satisfactory working experience.



Because of the colonial past, the South Africa media has initially been slow to allow women journalists into newsrooms. Some strides have, however, been made to addressing and redressing the imbalances of the past. One being the promulgation of the labour legislation (Act 108 of 1996, section 23 (1)) which requires of all South African companies to institute employment equity in its human resource practices as per the racial and gender demographics of each province. The second being the key resolutions at the launch of the South African National Editors' Forum (henceforth known as SANEF), which, in part, binds itself to:

“leading the debate on the issues affecting our industry and society as a whole, striving for professional excellence, and embarking on a recruitment drive to ensure we represent the full spectrum of our segment of the industry” (SANEF Report, 1998).

Women journalists working in the print industry have worked under the pressures of family life as well as racial and gender bias. Yet some serious efforts have been made to draw women into the hierarchy of the media industry. Does the reality of the position of black women in decision-making senior management positions at South African newspapers – with particular reference to *Die Burger*, the *Cape Times*, the *Cape Argus* and the *Weekend Argus* – reflect this?

Hernandez (1996:12) concluded that the future for women in the media

“depended on women committed to a long-term effort and working together to provide support through mentoring, sharing and learning. When the needs ... for equal access and equal opportunity are met, women will move from being untapped resources to becoming true assets to their companies, their industry and their communities.”

Today, South African women enjoy parity in all facets of life, including employment, as equal partners as set by the country's new Constitution (Act 108 of 1996:10) which prescribes equality in the workplace. The Employment Equity Act prohibits unfair discrimination against an employee on the grounds of, among others, race and gender (Act 55 of 1998, Section 25(1)(2.1)).

Given the socio-political imbalances of the past in South Africa, which foisted a white, male opinion upon society, this study investigates if black women in senior management positions have been able to effect change in the newsrooms previously mentioned.



### 3. Research Problem

The aim of this study is to determine whether black women in positions which require decision-making with regard to news content have made an impact on specific Cape Town newspapers from the promulgation of employment equity laws (1998) to 2002. The study will focus on the three Cape Town urban daily newspapers and their related weekend and community newspaper divisions.

#### 3.1. Definitions

Black (women): Indian, coloured and African.

Employment Equity: The Summary of the Employment Equity Act, 55 of 1998, issued in terms of Section 25(2), reads, in part that no person may unfairly discriminate, directly or indirectly, against an employee in an employment policy or practice, on one or more grounds including race, gender, pregnancy, marital status, family responsibility, ethnic or social origin, colour, sexual orientation.

Time frame: This study will focus on the period from 1998 (the promulgation of the Employment Equity Act 108:23(1) to 2002.

Ownership and operational criteria: This study will focus on three Cape Town newspapers. These are

- Media24's *Die Burger*, its youth supplement *Jip*, and regional community newspaper *MetroBurger*, and
- Independent Newspapers Cape newspapers the *Cape Times*, the *Cape Argus*, the *Weekend Argus* and the free community newspaper the *Southern Mail*, which is part of the Cape Community Newspapers. Cape Community Newspapers is a subsidiary of Independent Newspapers Cape.

Naspers is a wholly owned South African concern, while Independent Newspapers Cape, which is part of Independent Newspapers South Africa and a global concern, is owned by Irishman Sir Anthony O'Reilly.

As mentioned previously, Media24 is a Naspers subsidiary, which publishes *Die Burger*, and the country's largest magazine publisher, and has an internet division. Independent Newspapers South Africa also publishes other newspapers, including *The Star*, some magazines and has an internet division.

#### 4. Methodology

For this study to establish whether newspaper content has been transformed by employing more black women in decision-making positions, a senior editorial manager at the identified titles was contacted first telephonically. This contact was followed up by personal interviews.

Due to the sensitive nature of this research, the researcher had two letters of introduction. At meetings with Media24 editorial managers, the researcher provided an introductory letter (Addendum A) from the researcher's supervisor, Professor L. Rabe. At meetings with Independent Newspapers Cape editorial managers, the researcher provided an introductory letter (Addendum B) from Independent Newspapers Cape Managing Editor Shaun Johnson. The researcher's Declaration of Intent (Addendum C) was also provided to all these interviews.

The editorial managers, who gave the researcher permission to use their titles and names, were (in alphabetical order):

Bolton, D. Naspers Human Resources Manager.

Crocker, J. *Cape Times* Assistant Editor.

Hill, D. Cape Community Newspapers Editor.

Johnson, S. Independent Newspapers Cape Managing Director.

Jutzen, B. Independent Newspapers Cape Human Resources Manager.

Shaikh, M. *Die Burger* Assistant Editor.

Sidego, C. Media24 Head: Corporate Affairs.

Whitfield, C. *Cape Times* Editor.

Wrottesley, S. Independent Newspapers Cape Chief of Staff

At the interviews the editorial managers were asked to respond to a one-page questionnaire (Addendum D). This was a quantitative questionnaire to determine the number of black women respondents who would make up the population for this study, a brief background impression (before and after 1998), to determine progressive plans in terms of the positions held by the women respondents, and training plans. These respondents all took part in the study, thus yielding a 100% response rate.

The contact person at these newspapers provided the contact details of the various black women relevant to this study. The Declaration of Intent (Addenda C) was e-mailed to the women



respondents. This was followed up by a three-page qualitative questionnaire to determine whether the women respondents have made a contribution to decision-making of news content in their respective newsrooms.

The researcher works with some of the respondents and therefore presented questionnaires to some in person. Questionnaires were e-mailed to the remainder of the respondents, mostly due to conflicting working hours.

The respondents all e-mailed their responses to the respondent. The respondents were all in full-time employ at their respective newspapers at the time of the study. All the respondents, totaling six, chose to take part in the study. Therefore, this yielded a 100% response. The researcher had to go back to one respondent to clarify.

Due to the sensitive matter of the research, the researcher's respect for the fact that the respondents are employed in the news media and may want to remain so without prejudice, and upon request of the women respondents, their identifies have been withheld. The women respondents are known as Respondents A, B, C, D, E and F.

## 5. Background

For the purposes of this study, this chapter gives some background information on the newspapers in this research. The focus for each newspaper is on:

Historical background

Women in the newspaper

Employment Equity plan at the newspaper

Racial and Gender demographics of newspaper's readers

### 5.1. Media24/*Die Burger*

#### 5.1.1. Historical background

*Die Burger* is the oldest Afrikaans daily newspaper in the country. It was first published on 26 July 1915. It is also the biggest daily newspaper in the Western Cape and the biggest Afrikaans newspaper in the country (*Die Burger* archives).

*Die Burger* is the only Afrikaans daily newspaper in the Western and Eastern Cape, with two editions daily in both these regions (*Die Burger* archives).

*Die Burger's* editorial policy supports the following values:

a multi-party democracy

the free market system

personal freedom

freedom of the press

and full status to Afrikaans (*Die Burger* archives).

*Die Burger* was founded as *De Burger* at a meeting on Friday, 18 December 1914 in the Van Riebeeck Street, Stellenbosch home of Hendrik Bergh. The newspaper was established as a mouthpiece for Afrikaner Nationalism – the “shield and sword of the Afrikaner” (*Die Burger* archives).

Sixteen men were present at the founding of *De Burger*. Former Prime Minister DF Malan was the newspaper's first editor at its debut edition on 26 July 1915 (*Die Burger* archives).

The current editor of *Die Burger* is Arrie Rossouw, editor since July 2000.



### 5.1.2. Women at *Die Burger*

Among the leading Afrikaans-speaking women journalists were MER and Rykie van Reenen, who, in a pioneering move, was acting editor of a weekly newspaper (Rabe, 2001:7).

More than 55 years after its founding, *Die Burger* appointed Mercy Morkel as its first coloured woman reporter. In the 1980s, Latiefa Mobara, who is coloured, was the first woman appointed to *Die Burger's* night office (Rabe, 2001:9). Another coloured woman appointed at *Die Burger* was sports editor Avril Fillies.

At the time of this study, *Die Burger* had two women in management positions: senior assistant editor Louise Voigt (now retired) and assistant editor Ilse Bigalke. They are both white. Night news editor Kay Karriem, a coloured woman, was at the time of the study in a senior management position at *Die Burger*.

### 5.1.3. Employment Equity at *Die Burger*

*Die Burger's* Employment Equity plan, which has also been submitted to the Department of Labour, takes effect over a five-year period. This five-year period starts from 2000 (Year 1) to 2004 (Year 5). Therefore, *Die Burger* aims to reach its employment equity ratios – of 50% non-designated staff and 50% designated staff – a year in advance of the June 2005 period as set by the Department of Labour, said *Die Burger's* Human Resources manager, Denver Bolton (2002).

The Employment Equity figures (in percentages) represent *Die Burger*, as well as its community newspapers *MetroBurger*, *TygerBurger* and *Citivision*.

*Die Burger* aims to make the company representative of the readership of the newspaper. In 2002, *Die Burger* had an estimated 50% coloured readership. The newspaper identified that its staff and readership quota had to compliment each other, but also that the news content of *Die Burger* had to reflect that quota.

*Die Burger* has launched an extensive recruitment campaign to boost its staff quotas in relation to the racial demographics of the Western Cape. The newspaper hierarchy has specifically identified that its senior management posts required “radical” attention (Bolton, 2002).

*Die Burger* has embarked on an affirmative action plan to recruit suitably qualified coloured candidates for grooming in management positions (Bolton, 2002).

#### 5.1.4. Racial and Gender demographic profile of *Die Burger* readers: July – December 2002:

##### Population Group

	Black	Coloured	White
	3000	200 000	205 000
Total Readership	408 000		

##### Gender

Female	Male
168 000	240 000

The racial and gender demographic profiles of *Die Burger* indicate that the newspaper is read mostly by white and coloured consumers. There is also an 18% margin between the male and female readers of *Die Burger*. Racial demographics for black readers are not available.

For the purposes of this study, these demographic profiles are included as background to determine what value black women will add to the decision-making process of news content at *Die Burger*.

## 5.2. Media24/*MetroBurger*

### 5.2.1. Historical background

Very little historical background is available on *MetroBurger* (Olivier, 2002). *MetroBurger*, established in 1981, is a free Afrikaans community newspaper owned by *Die Burger*. The publication, in tabloid format, is distributed once a week to predominantly coloured readers in the Cape Peninsula.

### 5.2.2. Women at *MetroBurger*

At the time of this survey, Theresa Olivier, a coloured woman, was the editor. The previous editor was also a coloured woman, Avril Fillies.



### 5.2.3. Employment Equity at *MetroBurger*

*MetroBurger* is owned by *Die Burger* and therefore follows *Die Burger*'s Employment Equity plan.

### 5.2.4. Racial and Gender demographic profile of *MetroBurger* readers: July – December 2002

#### Population Group

	Black	Coloured	White
	8 000	340 000	4 000
Total Readership	352 000		

#### Gender

Female	Male
180 000	172 000

The *MetroBurger*'s readership profile for gender and racial demographics show the newspaper is read mostly by coloured women. Racial demographics for black readers are not available.

## 5.3. Media24/*Jip*

### 5.3.1 Historical background

Hardly any background information is available on *Jip*. Some of this information has been obtained through observation by the researcher.

*Jip*, a youth supplement of *Die Burger*, was launched in 2001. It is published once a week in tabloid format as an insert to the main body of *Die Burger*.

### 5.3.2. Women at *Jip*

Previously *Jip* was run by an editor, Lindsay King, and one reporter, Lynn Prins, a coloured woman. Lynn Prins became the editor of *Jip* in July 2002.

### 5.3.3. Employment Equity at *Jip*

*Jip* is owned by *Die Burger* and follows the main newspaper's Employment Equity plan.

#### 5.3.4. Racial and Gender demographic profile of *Jip* readers: July – December 2002

##### Population Group

	Black	Coloured	White
	9 000	107 000	144 000
Total Readership	260 000		

##### Gender

Female	Male
105 000	155 000

The racial reader demographics indicate *Jip* is read mostly by white readers, followed by coloured readers. The gender demographics show the supplement is favoured by male readers. Racial demographics for black readers are not available.

#### 5.4. Independent Newspapers Cape/*Cape Argus* and *Weekend Argus*

##### 5.4.1. Historical Background

The *Cape Argus* and *Weekend Argus* together form part of a seven-day a week newspaper operation which brings out at least one newspaper each day of the week. The *Weekend Argus* has two editions, one on Saturdays and the other on Sundays. Therefore, these two newspapers are addressed jointly in this section.

The *Cape Argus* was founded by Saul Solomon on January 3 1857 (Wilson, 1996:4).

The *Cape Argus* and *Weekend Argus* are both owned and published by Independent Newspapers Cape and Ivan Fynn is joint editor of the *Cape Argus* and *Weekend Argus*.

The *Cape Argus* and *Weekend Argus* joint mission statements, under the Cape Newspapers banner, aims to



“serve the Western Cape with high-quality newspapers and services that meet customer needs as defined by readers and advertisers, provide continued growth and meet annual profit objectives” (Wilson: 1996:10).

Past editors of the *Cape Argus* include Moegsien Williams, a coloured male and who now edits *The Star*, and Chris Whitfield, now editor of the *Cape Times*.

#### 5.4.2. Women at the *Cape Argus* and the *Weekend Argus*

Nearly no recorded information exists about the role women journalists played in the early years of the *Cape Argus*. Observation by the researcher and anecdotal information indicates that its editors and journalists were mostly white males. Solomon, as its proprietor and publisher, agitated for “better rights for people of colour” (Wilson, 1996:4).

The only available information about women journalists is anecdotal and through personal observation by the researcher, who in 1999 was the first woman of colour to be appointed as a sub-editor at the *Cape Argus*.

Women journalists who have worked at the *Cape Argus* include Zubeida Jaffer, Di Powell, formerly of the *Cape Times* and *Cape Argus* news editor, assistant editor Andrea Weiss, afternoon chief sub-editor Renee Moodie and assistant news editor Vicky Starke. Starke, who has subsequently left to start her own public relations/event management company, was the first woman of colour appointed to top table. All these women have subsequently left the newspaper with the exception of Powell.

Women in senior positions at the *Cape Argus* include Assistant Editor Martine Barker, Vivien Horler (now news editor), and revise sub-editors Melissa Stocks and Barbara Hart.

At the *Weekend Argus*, deputy editor Di Powell is the only woman in a senior position. Nina Visser is the first woman of colour to be appointed to a developmental senior position at the *Weekend Argus*. At the time of this survey, Visser was the (editorial) assistant to the editor of the *Cape Argus* with responsibility at the *Weekend Argus*. Subsequently to this study Visser was fast-tracked as backdesk editor at the *Cape Argus*.

#### 5.4.3. Employment Equity at the *Cape Argus* and *Weekend Argus*

The *Cape Argus* and *Weekend Argus* are both owned by Independent Newspapers Cape.



The Employment Equity policy at Independent Newspapers Cape recognizes that apartheid has discriminated against “the majority of the people of South Africa” and has left a legacy of inequality

“which can be found in disparities in employment and the unequal distribution of jobs which created pronounced disadvantages for certain categories of people within the national labour market” (Wrottesley, 2002).

Independent Newspapers Cape further recognizes its own role in this discrimination:

“Within this company there was also discrimination as a result of which many of our staff was severely disadvantaged” (Wrottesley, 2002).

The newspapers are committed to redressing these past discriminatory practices by ensuring that those designated groups – Blacks, Coloureds, Indians, women and the disabled – in the company will in future be fully integrated into the company. The company commits itself to

“eliminating discrimination based on race, gender, religion, sexual orientation, physical disability or any other factors not based on the inherent requirements of the job and the employees’ ability to do the job” (Wrottesley, 2002).

Employment Equity is regarded as a key strategic issue for the company to address; and to which this policy strives to achieve the company’s goal to “transform and restructure” itself to reflect the realities and diverse cultures of the communities it operates in (Wrottesley, 2002).

Wrottesley said, according to the strategy, Independent Newspapers Cape plans to:

- Promote and achieve equal opportunity and fair treatment within each workforce for suitably qualified persons through the elimination of unfair discrimination.
- Eliminate of unfair discrimination in employment policies and practices within each workplace.
- Introduce positive measures to redress the disadvantages in employment experienced by designated groups, in order to ensure their equitable representation in all occupational categories and levels in the workforce.
- These measures include affirmative action for suitably qualified people, additional training and development for people from designated groups, making reasonable accommodation for



people from designated groups in the workplace to ensure they enjoy equal opportunities, encourage diversity, identification and elimination of employment barriers.

Wrottesley said these objectives shall be achieved through:

- Championing the policy internally
- Setting numerical goals within specified workplaces and within agreed time frames
- Encouraging diversity
- Allocating resources to those levels in the company where racial and gender imbalances are most marked
- Human resource development
- Reforming recruitment and selection procedures
- Training and development
- Monitoring progress

#### 5.4.4.1 Racial and Gender Demographic Profile

*Cape Argus*: January-June 2002

##### Population Group

	Black	Coloured	Indian	White
	36 000	194 000	13 000	135 000
Total Readership average issue readers	378 000			

##### Gender

Female	Male
170 000	208 000

When comparing the above, it seems that the *Cape Argus* is read by mostly male and coloured readers. However, there is only a 10% difference in the gender readership.

#### 5.4.4.2. Racial and Gender Demographic Profile

*Weekend Argus*: January-June 2002

##### Population Group

	Black	Coloured	Indian	White
	80 000	200 000	14 000	202 000
Total Readership <i>Weekend Argus</i>	496 000			

#### Gender

Female	Male
218 000	278 000

The above information indicates the *Weekend Argus* is read mostly by whites and males.

### 5.5. Independent Newspapers Cape/Cape Times

#### 5.5.1. Historical Background

The *Cape Times*, the oldest daily newspaper in South Africa, was established in March 1876 by Frederick York St Leger, its founder and first editor (Shaw, 1999:1).

The *Cape Times*' mission statement is that the newspaper is:

“an authoritative dominant, daily morning newspaper in the Western Cape, servicing the needs of readers in the LSM 7 and 8 group, emphasizing business and compelling news” (Wilson, 1996:10).

Some of the former editors at the *Cape Times* were JC (Koos) Viviers (Wilson, 1996:7), Moegsien Williams and Ryland Fisher. The current editor is Chris Whitfield. The researcher worked with these editors from 1999 to present. Williams and Fisher are coloured men.

#### 5.5.2. Women at the *Cape Times*

From the early years, women journalists at the *Cape Times* held posts in the literary, fashion, social events, the arts and women's pages (Shaw, 1999:40). At one stage, during the 1980s, most of the senior positions were held by women, according to assistant editor Jennifer Crocker (2002). Crocker, who said there was no clear reason for this, added that these women were affectionately known as the “Strongbow Sisters.”



Katherine Butt was the first woman appointed as the assistant editor at the *Cape Times* in the newspapers' 120-year existence.

Other women previously in senior posts at the *Cape Times* include Business Editor Maggie Rowley, News Editor Jane Arbous (Shaw, 2002), chief sub-editor Valma Odendaal, Butt and chief sub-editor Didi Moyle. Today women on the senior editorial staff include assistant editor Crocker, copy taster Ethene Zinn, revise sub-editor Mignonne Rodel and chief photographer Karin Retief (Crocker, 2002).

At the time of this survey, the *Cape Times* did not have a woman respondent who qualifies for the purposes of this study. The only black women employed at the Cape Times are court reporter Fatima Schroeder and general reporters Kashiefa Ajam and (the late) Judy Damon (Crocker, 2002).

### 5.5.3. Employment Equity at the *Cape Times*

The *Cape Times* is also owned by Independent Newspapers Cape and so follows the group's Employment Equity plan.

### 5.5.4. Racial and Gender Demographic Profile

*Cape Times*: January-June 2002

#### Population Group

	Black	Coloured	Indian	White
	25 000	131 000	8 000	109 000
Total Readership average issue readers	273 000			

#### Gender

Female	Male
120 000	153 000

The above information indicates the *Cape Times* is read by mostly coloured readers, and a majority male readership.

## 5.6. Independent Newspapers Cape/Cape Community Newspapers/*Southern Mail*

### 5.6.1. Historical background

The *Southern Mail* is one of 14 free community newspapers, printed in tabloid format, belonging to the Cape Community Newspaper, which is a division of Independent Newspapers Cape (Wrottesley, 2002).

The *Southern Mail* was originally called the *South Shopper* and started out as a supplement to the *Cape Herald* in 1985. In 1986, the *Cape Herald* folded due to falling circulation and lack of advertising revenue. The *South Shopper*, that year renamed the *Southern Mail*, continued to be published on a twice-monthly basis (Wilson, 1996:5).

Today, the *Southern Mail* is one of the largest newspapers at Cape Community Newspapers. The *Southern Mail* is part of the "southern team" (or zone) newspapers, which includes the *False Bay Echo*, *Constantiaberg Bulletin* and the *Sentinel News*. The researcher worked at Cape Community Newspapers.

The current editor at Cape Community Newspapers is David Hill.

#### 5.6.2. Women at the *Southern Mail*

Very little recorded information exists about the *Southern Mail*. The researcher worked at Cape Community Newspapers and much of this information has been gained through personal observation.

Previously, women who have worked at the *Southern Mail* include the researcher, Panna Kassan, Lucille Noble, Nina Visser and, more recently, Chantlé Hoffmann. With the exception of Hoffmann, the previous women were all general reporters and layout sub-editors. At the time of this study, Hoffmann was the team leader (or chief sub-editor) in the southern team. Hoffmann is the first woman of colour team leader.

Subsequently to this survey, Hoffmann resigned to take up a senior management post at the Department of Justice.

#### 5.6.3. Employment Equity at the *Southern Mail*

As per Independent Newspapers Cape publications.

#### 5.6.4. Racial and Gender demographic profile of *Southern Mail* readers: June to July 2002

Population Group



	Black	Coloured	Indian	White
	5 050	85 850	5 050	5 050
Total Readership	101 000			

Gender

Female	Male
47 000	54 000

The *Southern Mail* is mostly read by males. The newspaper is read predominantly by coloured readers.

## 6. Responses

The responses in the questionnaires in this study have been divided into two sections, namely:

- the results of the quantitative questionnaire for the managing directors/editors.
- that of the qualitative questionnaire for the women respondents.

### 6.1. Results of the quantitative questionnaire:

6.1.1 To the question *How many black women (meaning African, coloured and Indian) on your staff make decisions with regards to news content on a daily basis*, the responses read as follows:

Media24: 3

Independent Newspapers Cape: 3

*Cape Times* editor Chris Whitfield said there was no black woman contributing on a daily basis.

"Until recently we had a coloured woman Arts Editor but she has left us" (Whitfield, 2002).

Cape Community Newspaper (CCN) editor David Hill said (the division) had one woman who fits into the framework of this study. However, she had resigned in August 2002. He added:

"All journalists at CCN have some influence on editorial content. All staff has weekly meetings with their teams (there are three teams or zones, namely northern, southern and central) at which they are encouraged to suggest ideas for news stories and to comment on our editorial content.

"They also have considerable freedom on which stories they cover and write about and which photographs they take. Most reporters help their team leader (this position is equal to a chief sub-editor) to plan the paper, giving input on which (stories and photographs) to place where (in the newspaper).

"They are also encouraged to give their input at general staff meetings (and) at any other time are welcome to contact the editor, deputy, assistant editors or team leaders with input on news stories.

"CCN employs eight black female reporters, which includes one Xhosa speaker.



“A team leader at CCN supervises the work of the sub-editors in the team and motivates and counsels reporters and reporter/subs. The team leader will also take decisions, in consultation with reporters, on what stories and pictures to place on pages and what priority to give to certain stories and pictures.

“We are in the process of replacing (the woman who has resigned) in line with our Employment Equity plan.

“We don’t have editors for individual titles at CCN (there are 14). There is one editor (a white male) for the whole division (Hill, 2002).

All of these women were employed at their respective newspapers on a full-time basis at the time of the study.

If the results of the above are compared, it seems that Media24 and Independent Newspapers Cape are even in terms of the number of senior black women employed at each newspaper organization. Chris Whitfield has indicated to the researcher in a personal interview that the *Cape Times* has made much effort to attract coloured women to senior positions, without success.

Also, it seems that the journalists and senior staff at CCN have more flexibility in terms of decision-making with regards to news content. However, it has to be remembered that CCN is a weekly community newspaper division and may have other criteria which impacts on the nature of the flow of copy and other editorial decision-making, including time constraints and staff working in satellite offices. However, these issues will not be discussed in this study.

The positions of the women were as follows:

1 night news editor – *Die Burger*

2 editors – *MetroBurger*, *Jip*

1 assistant news editor – the *Cape Argus*

1 assistant to an editor (a development editorial position) – the *Weekend Argus*

1 team leader (equal status to a chief sub-editor) – the *Southern Mail*

When comparing the above findings, all of these are senior positions; with the exception of the assistant to the editor position, which is a development editorial position. The position of assistant to the editor is responsible for various editorial tasks as determined by the editor or deputy editor.

6.1.2. To the question *How many Black women held positions that required decision-making of news*

*content before 1998 (promulgation of the Employment Equity legislation)*

the responses were as follows:

Media24: 3. (All of whom have since left the employ of Media24)

Independent Newspapers Cape: None.

Chris Whitfield said the *Cape Times* had

“twice offered the deputy editorship to coloured women. Both declined” (2002).

If the results of the above are compared, one can conclude that it seems that Media24 has a background of having made greater strides in terms of employing black women in decision-making positions. However, when referring to question 1, Independent Newspapers Cape is making some strides in employing senior black women in decision-making positions, based on their Employment Equity procedure and in their attempts to employ skilled black women to senior management positions.

6.1.3. To the question *What are the job descriptions of the Black women in positions that require decision-making with regard to news content*, the responses were as follows:

At Media24, the person is required to:

- write and rewrite copy
- assist the production team with layout
- take responsibility for managing the newspaper
- delegate stories to journalists and ensure stories are written on time for deadlines (Shaikh, 2002).

At Independent Newspapers Cape, the person is required to:

- contribute story ideas
- assist reporters in finding and writing stories
- ensure reporters write stories in time for deadlines
- attend daily news conferences
- assist in the general running of the (newspaper(s)) (Wrottesley, 2002).



The following are some of the recruitment requirements for incumbents of jobs as advertised by the Independent Newspapers Cape:

- an all round experience of news gathering and reporting on newspapers at senior level
- proven management ability
- proven administration skills
- ability to check and rewrite copy on deadline
- excellent general knowledge and news sense
- proven ability to initiate good story ideas
- good interpersonal and organizational skills
- excellent language skills
- experience in coaching and mentoring staff
- relevant senior journalistic experience including proven writing skills
- the ability to identify, comment on and analyse relevant news and social issues
- be a self-starter and be able to generate stories through a wide range of contacts
- be familiar with all Cape Town communities and be prepared to represent the newspaper and social and other functions
- have a fresh, youthful approach to media content and be able to translate this into new, dynamic ideas that will appeal to younger readers (Wrottesley, 2002).

6.1.4. To the question *Has the job description changed since 1998* the responses were as follows:

Media24: No

Independent Newspapers Cape: No.

David Hill said the division did not have job descriptions before 1998.

“We went through an arduous task (to determine job descriptions) a couple of years ago” (Hill, 2002).

When comparing the above findings, it seems as if the two news organizations have maintained the status quo with regards to job descriptions for these particular positions.

6.1.5. However, to the question *How, if any, have these job descriptions changed*, the response at

Media24 was as follows:

"The job descriptions have remained the same. However, *Die Burger* now has coloured women in those jobs, which have been traditionally held by whites. This has brought about a change in how the job is being done, because the coloured women have brought to their jobs a different perspective and will often have views and angles that differ from the way *Die Burger* used to report news before. The same news that would have had a predominantly white perspective is now being overhauled and given a coloured perspective. Research has shown that *Die Burger* has an estimated 50% coloured and 50% white readership, and the change in the staff compliment at strategic positions within *Die Burger* is complimentary to *Die Burger's* readership" (Shaikh, 2002).

6.1.6. To the question *What future (mid- to long-term) changes do the company plan to implement with regard to these positions*, the responses were as follows:

Media24: None

Independent Newspapers Cape: None.

Cape Community Newspapers responded:

"We are pleased to have appointed our first African woman reporter in the last couple of months. If *Vukani* (a Cape Community Newspapers title for Xhosa-speaking readers) expands there may well be opportunity to employ more Xhosa-speaking staff who could well be female. If the opportunities for promotion arise, we will give every consideration to black women" (Hill, 2002).

Chris Whitfield said:

"The *Cape Times* has a comprehensive employment equity programme designed to have our staff reflect regional demographics both in terms of race and gender which should be achieved by 2005. All job interviews are done and appointments made in accordance with this



programme. Naturally the recruitment of black women into positions of influence in the *Cape Times* is part of this plan. The position of deputy editor, for example, is designated as being for a coloured woman. At present we are also one Indian woman short of our target for 2002” (2002).

6.1.7. To the question *What training plans have been set aside for the Black women in these positions* the responses were as follows:

Media24: None for the respondents specifically. Training at Media24 is given to the newsroom overall.

Independent Newspapers Cape: None specifically for these positions. Training available is open to all editorial staff and the individual indicates which courses they would like to go on as and when courses are available from institutions, such as the Institute for the Advancement of Journalism.

Chris Whitfield said the *Cape Times* does not have specific training plans for black women, and added:

“Our approach is to ask people what training they require when they arrive and then assess them for further training as they go along. On the other hand, we have taken the approach that training people up from the ranks is one of the best ways to equip them for these positions. As such they are given training wherever and whenever possible to equip them to move forward in the company. At present we have four coloured women in our newsroom staff of 10. Of these, at least two are showing potential to go into editorial management jobs, and we will be nurturing them as carefully as possible” (2002).

Whitfield said the *Cape Times*:

- needed to be more creative about hiring
- needed to employ more people from the designated groups at junior level
- there needed to be an improvement of skills with existing designated-group staff
- needs to train the right people
- needs to keep (the right people) by rewarding people of colour – possibly through merit increases where it is justified

- and needs to engage in formal training, and it has to be an ongoing procedure (2002).

According to Whitfield the *Cape Times* was considering using a news editor in a mentoring programme to guide reporters on how to cover stories.

“Possibly also look at establishing a link with tertiary institutions, such as Peninsula Technikon, to award bursaries and discuss standards required. The *Cape Times* is absolutely committed to the Employment Equity plan” (2002).

## 6.2. Results of the qualitative questionnaires:

Due to the sensitive nature of this study, the identities of the respondents have been withheld and will henceforth be called Respondent(s) A, B, C, D, E and F. Responses have been recorded in that order.

6.2.1. The titles of the women respondents have already been discussed (Results, 6.1.1).

6.2.2. Period of employment in specific position to date (May 2002):

Respondent A: August 2001

Respondent B: January 2001

Respondent C: after May 2002

Respondent D: September 2000

Respondent E: May 2001

Respondent F: January 2001

When comparing the employment dates, it seems that the respondents have all been employed at their respective newspapers from a minimum of nine months to one 20 months. Five of the respondents worked on a single title for that period; Respondent F worked at four newspapers in the same newspaper group. One respondent, E, has subsequently been fast-tracked to another senior position within the same newspaper group. The other respondents have since followed the following pattern of relocation:

Respondent A: resigned

Respondent B: resigned for post in different division of same newspaper group



Respondent C: resigned for post in different division of same newspaper group

Respondent D: freelancing as a media consultant

Respondent E: fast-tracked in same newspaper group

Respondent F: resigned and no longer works in the media.

When comparing the above, it seems that the respondents did not remain in their positions for very long periods. The reasons for their change in career paths will be discussed later in this study.

6.2.3. For the purposes of this study, job descriptions have been categorized as follows:

6.2.3.1 Editorial:

- Rewriting copy
- assisting production team
- act as the link between editorial staff and the production team.
- instructions for copy in (the newspaper) and news
- clean up (edit) (the newspaper) copy on Sundays and focus on areas of concern
- initiate and write copy, take photographs
- layout on page plans (dummy layouts)
- read through copy
- compile news diary
- attend early conference to decide on content and treatment of copy, including lead, page leads, front page picture and use of other pictures
- liaise with reporters on breaking news and rewriting copy
- sit in conference with News Editor and reporters to discuss story ideas
- sit in conference to discuss content for early pages
- process early and final edition copy
- editing
- generate copy by liaising with news service for Op ed (page opposite to editorial page) and opinion pages
- quality control of Op ed and opinion pages
- responsible for (the newspaper) letter pages
- assist with quality control of all copy and final proofreading of pages

- assist with management of the work performance, morale and discipline of (the newspaper) staff
- write leaders, posters and blurbs in masthead
- responsible for weekly product promotions box
- co-ordinate and manage (the newspaper's) reporters and sub-editors to produce high quality editions of the (teams) to deadline
- ensures sufficient material to meet required standards in completing designated products from inception to passing pages for printing
- team production to deadline through supervision as well as hands-on
- maintain production systems
- manage and co-ordinate (the newspaper) team in page planning, news gathering and layout perspectives
- supervise reporters by discussing planned story angles, sources, pictures; monitoring story progress and submission of story
- facilitate a weekly planning meeting with (the newspaper) team to pre-planning
- review and sort copy prior to page planning
- supervise sub-editors by allocating pages for layout with instructions and details of which stories and photographs have been assigned to each page
- liaises with pre-press, scanning, editor, deputy editor, assistant editor, team leaders, reporters, sub-editors, classified department, retail department, promotions, freelancers, photographic department and DTP
- leads a weekly meeting feedback for (the newspaper) team with reporters, sub-editors, editor, deputy editor, assistant editor and sports editor with a view to assessing (the newspaper) team's group publications, discuss production or story issues (joint responses from Respondents A, B,C,D,E,F).

#### 6.2.3.2 Non-editorial:

- responsible for daily queries, administrative duties, staffing matters
- engage in informal conversation with staff and hold conferences
- maintains contact with administrative editor and news editor
- represent (the newspaper) at social functions
- brand building of (the newspaper) in the community



- attend disciplinary hearings
- markets (the newspaper) to the community
- forge and retain close ties with the readers and advertisers
- motivational speaking
- administrative duties, including obtaining sponsors for events
- administrative functions, including answering e-mails, sending faxes and keeping an events diary
- managerial and administrative functions
- contributes to tactical and departmental planning at division executive level
- staff issues, such as leave approval, organizing freelancers and training; administrative duties, meeting attendance and performance of special assignments under direction from the editor and tactical planning.
- maintains contact with readers and organizations by handling queries, complaints and requests for information and inclusion of information in (the newspaper) team newspapers
- represents (the newspaper) team at administration meetings on varying issues, such as budget needs, staffing needs, merit increases, training and equipment
- serve on interview panels for recruitment of new staff and various committees set up for specific tasks (joint responses from Respondents A, B,C,D,E,F).

When considering the above, it seems that the respondents' duties are split between editorial and non-editorial functions. This could mean that the respondents are expected to be able to *multi-task* – that is, perform a variety of purely journalistic and management tasks in the scope of their duties.

6.2.4. To the question *Has your job description changed from that of the previous individual who held the same position as yours,*  
the respondents answered as follows:

Yes (4)

No (2)

These changes, according to Respondent B, are:

- greater emphasis on inter-departmental communication and training of junior staff
- attend statement (budget and financial planning) meetings

- marketing
- actively recruit more advertisers
- stopped free publicity to record companies and other businesses that used to get free space in (the newspaper)
- stopped using freelance journalists
- taking part in (regional newspaper group's) strategic planning meetings at which are discussed staffing, budget/financial planning, marketing strategy and readership issues (2002).

Respondent C said she and the previous editor were the only staff on that newspaper (2002).

"The previous editor has since left. I perform journalistic and administrative functions and my focus is to produce a better product to entice more advertisers and forge a working synergy with advertisers through marketing strategy. I also do interviews and write articles and attend conference meetings" (Respondent C).

6.2.5. To the question *How often do you decide on the content of the newspaper*, the respondents were given a choice of (a) daily, (b) twice a week, (c) once a week, or (d) other. They responded:

Daily (6)

Respondents working on newspapers with a weekly circulation said:

"Even though (the newspaper) is published once a week, we hold editorial meetings, and throughout this time journalists engage in editorial discussions to determine angles of stories" (Respondent B).

"Despite being weekend publications we have diary meetings every day of the working week, which is Tuesdays to Saturdays" (Respondent E).

"Even though (the newspaper) is (published) weekly, the news writing and sourcing process is a daily occurrence" (Respondent F).

6.2.6. To the question *What type of news do you decide on*, the respondents could choose among the following categories (the responses in brackets):



- 6.2.6.1. Hard news (6)
- 6.2.6.2. Leader page (2)
- 6.2.6.3. Women's page (1)
- 6.2.6.4. Life page (4)
- 6.2.6.5. Society page (4)
- 6.2.6.6. Other (Respondents were requested to specify):

- Sport (2)
- Columns (3)
- Feature articles (1)
- Entertainment (1)
- Youth and culture issues (1)
- News review pages (1)
- Soft news (1)
- Opinion pieces (1)
- Personality profiles (1)

One respondent said:

"(The newspaper) works on themes, such as health, for editions. The publication may have a spread on the theme and the front page photograph will compliment that theme. The theme will also carry through that particular edition" (Respondent C).

- 6.2.7. To the question *How often training is offered through your company*,  
the respondents could attend training opportunities (responses in brackets)

- 6.2.7.1. Annually (4)
- 6.2.7.2. Bi-annually (1)
- 6.2.7.3. Less than once a year (0)
- 6.2.7.4. Never (1)

One respondent said:

“training offered is usually made available to those people who have been identified for fast-tracking. The company does inform group wide about training and courses available, but it is also very difficult to attend these courses, especially if they take me away from the office for a week at a time as I am alone in (the newspaper) office and it may be difficult to find a replacement person for that time who will be able to easily understand the job requirements” (Respondent C).

Another, Respondent D, said:

“Training courses are advertised throughout the year, but often they are not appropriate for the job.”

6.2.8. To the question of *whether the company has notified respondents of future training*, the responses were as follows:

No (3)

Yes (3)

The yes respondents had this to say:

“A media management course and leadership and management course” (Respondent B)

“A course on newsroom leadership which I found very useful” (Respondent D)

Respondent F said although the company had not notified her of any training courses, she had

“of my own accord indicated to my mentor courses that I would like to take, such as management courses. Management is open to ideas for training requirements from individuals.”

6.2.9. On the question of *work experience*, as at May 2002, the respondents said the following:

6.2.9.1. Years working as a journalist:

Respondent A: 6 years

Respondent B: 9 years



Respondent C: 4 years

Respondent D: 10 years

Respondent E: 11 years

Respondent F: 9 years

When comparing the above, the years of journalistic experience varies, with the average being 8 years.

6.2.9.2. To the question of *prior learning in journalism*,  
the responses were as follows:

Media management course

Leadership and management course

Basic writing course – Institute for the Advancement of Journalism

Advanced writing course – Institute for the Advancement of Journalism

Extensive radio training – New Africa Communications

Advanced writing course for senior journalists

Advanced QuarkXpress course (page layout)

Course in managing conflict and assertiveness

Basic writing skills

Advanced writing skills

Human rights reporting

Basic QuarkXpress course

Managing a newsroom

6.9.2.3. *Prior positions that were held at other media*, the total of their experience:

3 respondents worked as journalists at a daily newspaper

there were 7 incidents where respondents worked at a weekly newspaper (one respondent worked at two weekly newspapers over different periods)

1 worked as a journalist at a Sunday newspaper

1 worked as a journalist at a magazine

3 worked as a journalist at an in-house publication

3 worked as sub-editors at a daily newspaper

2 worked as sub-editors at a weekly newspaper

- 1 worked as a sub-editor at a magazine
- 1 worked as a photographer
- 2 worked in the broadcast media
- 2 worked as media liaison/public relations officers
- 1 worked at a non-governmental organization

6.2.10. To the question *What was their highest completed academic qualification*, the respondents said the following:

Degree: 3

National diploma: 3

6.2.11. To the question on *whether they agreed that theirs was an affirmative action position*, all six respondents agreed.

6.2.12. To the question *What strengths/qualities did you contribute to the job*, Respondents A, B, C, D, E and F answered:

- Communication skills
- Active participation in the decision-making process
- Proven writing and editing skills
- Teamwork approach to management style
- an “open door” policy in which staff can approach the respondent about issues
- A push to have more news with retell value
- “A different perspective on what is newsworthy based on my background and my years reporting for a ‘coloured’ community newspaper. (Currently) content decision-makers at (the newspaper(s) are predominantly white”
- An informed and balanced approach to deciding editorial content in relation to available editorial space
- “In this age of declining newspaper sales sensationalism, especially in the weekend newspaper market, has become rife. I am regarded as a capable member of a team, which ensures that we do not publish that which could be morally or visually offensive, or present a demeaning stereotypical view of previously disadvantaged communities.”



- “I have a keen news sense in that I know the audience (read market or readership)”
- Assertiveness in managing the team
- Passion, commitment and understanding for the requirements and functions of this position and its responsibility towards its market and staff.

Respondent B said:

“I took the editorial decision to publish less crime. Readers want a balanced newspaper. We publish crime which warrants publication, but we also look for the good news stories.”

Respondent B also said:

“(The newspaper) was given six months in which to ‘turn the ship around’ as the newspaper was becoming a financial strain on (the newspaper group) as a result of poor advertising. I succeeded in turning the newspaper from the brink of closing down and (the newspaper) now has above-budget expectations.

“In 2002, for the first time in (the newspaper’s) 22-year history, (the newspaper) came second in a national community press competition for the front page category for newspapers with circulation above 30 000.

“Also in 2002, a woman general reporter at (the newspaper) was mentioned thrice in the national community press competition. The same year another woman general reporter came 10<sup>th</sup> in the Journalist of the Year category of the competition.”

Respondent C said:

“Before my editorship, (the newspaper) was making a loss of R57 000 a year; now it is making a loss of only R3 800 a year. (Now the newspaper’s) pages have increased from eight to between 16 and 24 pages, and it is a more balanced newspaper in terms of reflecting the 60% coloured/40% white readership in its content.”

Respondent C added:

“I am 24 years old and this gives me the advantage in working at a publication aimed at the youth. I understand what is happening in the community and can reflect those interests in (the newspaper).

“Having previously worked at a community newspaper and a daily newspaper has given me a keen news sense and helps to balance the content of (the newspaper) with the business skills required for the job. Having worked as a photographer means I know the photography and scanning process and in the selection of the best possible photographs for (the newspaper).”

Respondent D said:

“I’ve been a news editor before so I have experience. I know the market. I can do four things at once, for example answer telephones, brief reporters, speak to the pictures desk and rewrite copy.”

6.2.13. To the question as to *which improvements respondents have brought to their positions*, the answers were as follows:

- Improved communication between all departments
- Formed a link between editorial and production staff that works
- Coaching younger members on editorial team

One respondent, B, has made physical as well as content changes to (the newspaper).

The physical changes are:

- (the newspaper) was relaunched on its 21<sup>st</sup> anniversary on September 22, 2001
- changed the masthead
- changed the font of part of the newspaper name
- the motto was retained and placed higher up in the masthead
- (the newspaper’s) name is underlined in black for effect
- the dateline is in white on a red background
- the telephone number, edition and year of publication has been shifted to the top of the masthead
- the relaunched newspaper carried a front page photograph over two-thirds of the page with a foot story. Later this style was changed to just a photograph on the front page of the main story with a headline, caption and cross-reference to a story on the inside page
- the lead story appears on page 2 or 3



- the front page photograph is accompanied by a solus advert.
- because good photographs are used prominently on the front page and often inside pages of (the newspaper), photographers are now eager to work for (the newspaper).
- sport page masthead has also been changed, with the sport masthead shifted to the centre, and in red and black
- sport pages use bigger photographs and photographs of international sports events which are deemed of local interest are used.

The content changes are:

- Made an editorial decision not to use “girlie” photographs, such as of entrants to beauty competitions. Exceptions are made in the case where winners of beauty competitions win prizes of educational value, such as bursaries to further their education
- concentrates on social issues, such as poverty and the consequences of natural disasters in its photographs and editorial
- steers clear of stereotyping
- for the first time in (the newspaper’s) history was a story and photographs of the Trojan horse incident used in (the newspaper). The lead story and accompanying photograph marked the 20<sup>th</sup> anniversary of this event on the Cape Flats
- In July 2002, (the newspaper) tackled a contentious issue about Kraaifontein residents wanting to build a wall that would separate a predominantly white community from that of a black informal settlement. The respondent dispatched a reporter to take a photograph, which was posed, at the District Six Museum in Cape Town. The photograph was used on the front page of (the newspaper). The caption read:

“In die apartheidsjare sou mnr. Noor Ebrahim dit nooit waag om op die bank te sit nie” (“During the apartheid years, Mr Noor Ebrahim would not have dared sit on this bench”). On the photograph Mr Ebrahim sits perched, his arm nonchalantly slung near the sign that reads: “Europeans only. Slegs Blankes”. The story of the proposed Kraaifontein wall was juxtaposed against that of how apartheid legislation separated South Africans based on their skin colour.

“The top editors of this newspaper group would previously not have allowed either of these types of stories to be published” (Respondent B).

- The respondent encourages different angles. For example, the reporter was encouraged to look at an angle that compared the Kraaifontein wall to that of the Berlin wall. The headline read: “Terug na ... Berlynse apartheidsmuur?” (“Back to ... Berlin apartheid wall?”). The reporter was told to look at the context of “invisible” walls in society today; told to speak to the residents of Wallacedene, the ANC and the white residents, who said they wanted the wall erected “to keep out ‘the noise’” (Respondent B).
- Copy is syndicated between the main (daily) newspaper and (the newspaper), bearing in mind (the newspaper’s) 60% coloured/40% white readership. The respondent, B, said:

“(the newspaper) regularly scoops (the main newspaper) because of the close relationship (the newspaper) staff have with the readers.”

- Once a month, depending on advertising, a column entitled *Women on the Move* is written in celebration of women who excel
- Depending on advertising, a leader page has been introduced
- Readers get legal advice through the *Ask the Attorney* column
- Reporters’ introductions are changed to best reflect the story
- Constantly looking for positive role models in society, and sports and other circles to portray in the newspaper
- Use the code of conduct of (the main newspaper)

The respondent, B, said:

“(the newspaper) is enjoying unprecedented interest from within the (newspaper) group as well as from promotion companies inundating us with solicitations for future competitions. All of these have positive business repercussions for the newspaper” (Respondent B)

6.2.13.2. Another respondent, C, had also made physical and content changes.

The physical changes are:

- New-look page 2, with three regular sections
- Stopped the leader on page two

Respondent C said:



“Page 2 gives ‘voice’ to the readers with whom greater contact is encouraged. The readers can send in poems and short stories, which are then published with absolutely minimal journalistic style changes or sub-editing.”

- Pages 3, 4 and 5 contain hard news, and pages 4 and 5 may carry a spread or picture profile of a “hot event”
- Page 7 is the music page in which song lyrics have been reintroduced
- Copy syndication takes place between (the newspaper) and other teenage magazines. The respondent translates from English to Afrikaans and copyright “is always recognized and acknowledged”.

The content changes are:

- Focused on building strong relationship with the readers by giving them the content they request as far as possible
- facilitate group synergy between (the newspaper’s) Cape Town, Johannesburg, Eastern Cape and Bloemfontein branches for syndicated copy strictly in terms of local (read Cape Town) market. The respondent said:

“For example, (the newspaper’s) Cape Town’s readership is the 13-24-year-olds, which means we can put youngsters on the front page, but talk about sex on the inside pages.”

- Working on building sound working relationship with the editors of the other (branch) supplements and the (syndicated DStv programme) team.

6.2.13.3. Another respondent, E, said she was:

“involved in editorial marketing projects, such as the blurb box in the (newspaper)”.

She also said she was

“involved in the relaunching of (the newspaper) and subsequent special edition in terms of content, and the recruiting of columnists (and) actively involved in promoting competitions linked with our publications”.

Another respondent said she had “not had much” influence in effecting change at (the newspaper). She added:

“This is a middle management position for which there is not much support in place from higher management. There is not much opportunity to express views. I have many ideas but these are not necessarily approved by senior management and therefore these ideas do not translate into a practical element.

“Some of the ideas I have had are, instead of using the same sources, to find alternative sources among black women and black professionals; concentrating on youth and youth-related issues, in part because of our readership and also to boost future readership of our publications, but also because the youth is important; instituting and following through on columns, such as gardening, and getting our readers to submit literary items, such as poems to facilitate greater interaction with our readers; and to move away from using white journalists to write on white newspapers, but to have interaction on staff level and so break down societal barriers” (Respondent F).

The respondent said there had been “some success” in breaking down staff and reader societal barriers, but that this has come about

“largely due to the personal non-bias of one of our reporters who has broken down the racial stereotype in that he is a white male who worked as a reporter on (the newspaper), which has a largely coloured readership” (Respondent F).

6.2.14. To the question *What improvements do you want to bring to the position*, the respondents said:

- Less fixing of copy and more coaching of staff
- Improve staff salaries and overtime pay
- Up the number of pages to 52 pages each week through improved synergy between advertising and editorial. (The newspaper) currently fluctuates between 16-32 pages.

“In a survey readers requested a page for the youth and a page for children, which we can only do if the number of pages increases. And we can only increase the number of pages if the advertising picks up” (Respondent B).



"I would like to increase the sport to three pages each week. This will lead to increasing the staff compliment" (Respondent B).

"I want to gain national advertising. At the moment, (the newspaper) is being carried by the retail trade, because the advertising representatives are not marketing (the newspaper) as a brand. (The newspaper) is the emerging market and we are not being marketed by the national advertisers (Respondent B)

"I want to employ a promotions/advertising feature sales representative and promotions/advertising feature writer as such positions will facilitate the growth. The aim would be to increase the newspapers by four pages each week" (Respondent B).

Respondent C wanted more pages, but said that depended on the advertising.

"I want a dedicated photographer who understands the market and can express mutual respect in terms of the role of (the newspaper). This, in turn, will facilitate respect for (the newspaper) among the readers and within the (newspaper)" (Respondent C)

Respondent C also wanted to get involved in training the junior reporters and more involvement in managing the work performance and morale of staff.

Respondent F wanted to use black women and professionals as sources; concentrate on the youth; facilitate greater interaction with our readers; and to have different reporters covering different areas – irrespective of their skin colour or that of their readers in the various distribution areas.

6.2.15. To the question *What is the most likely reason you would resign*, the responses were as follows (responses in brackets):

6.2.15.1. Higher remuneration: 5

6.2.15.2. Job satisfaction: 3

6.2.15.3. Other: 1

Respondent A said she wanted a "greater challenge".

Respondent E, the only respondent to give an “other” reason for resigning, said she would resign to spend more time with her “young family.”

Another, Respondent F, said financial implications would not be the only motivating factor for resigning. She said:

“I am not learning and I am going nowhere in this job. No change is taking place at (the newspaper) even in terms of small-scale improvements (with regard to news content). There is no support from higher management or (the newspaper group) as a company. The higher structures in this company do not see the worth of (the newspaper’s) work.”

It has already been mentioned that most of the women respondents have, subsequently to and during this study, resigned their posts. Most of the women have said the reason for resignation relates to remuneration, followed by job satisfaction. It seems, therefore, that 5 of the 6 women in this study have taken the option to resign to take up positions elsewhere. Whether these respondents have resigned specifically for higher remuneration or for job satisfaction will not be discussed in this study.



## 7. Findings

The following is an overview of the responses from all the respondents and is a comparative indicator of the differences in the responses:

- During the course of this study, 5 of the 6 women respondents have since resigned their positions. Some have left the media to seek career paths elsewhere.
- The editors generally show limited knowledge of the responsibilities of the women.
- For the duration of this study (1998 to 2002) and towards the future, the editors have indicated that no change has been or will be made to the job descriptions of the women. This may indicate a lack of progressive thinking at least in terms of newspaper content.
- However, most of the women have indicated that there were changes to their job descriptions.
- The editors said no training initiatives have been set aside specifically for the women. Women respondents have cited that training opportunities are offered throughout the newspaper groups and training is not always suited to their positions.
- The women have indicated some desire for appropriate and more frequent training.
- The women's responsibilities can be categorized as editorial and non-editorial because their responsibilities demand multi-tasking in terms of journalistic ability and managerial ability.
- Although some of the newspapers in this study are weekly or weekend publications, the women make decisions with regard to newspaper content on a daily basis.
- Some of the women made decisions on the hard news only, but most make decisions on the full content of the newspapers, including columns, features and sport.
- The work experience of the respondents as a journalist ranged from 4 to 11 years, with an average of 8 years.
- Some women respondents have made physical and editorial changes to their newspapers. However, this has to be seen in the context that they were the editors of those publications and therefore had greater authority to do so.
- While most left for higher remuneration, some of the women respondents also indicated job satisfaction and seeking a challenge as part of the reasons they would resigning.

## 8. Conclusion

Why is it necessary for black women to play a role in the decision-making of news in the print media?

To gauge the general understanding at each newspaper of what is understood to be “decision-making in terms of newspaper content” the researcher allowed respondents free expression.

There are two vital reasons why it should be necessary. One is the redressing and addressing of the past imbalances through labour legislation (affirmative action). A positive response from the print industry to transform would result in a win-win situation for the employees, employers, as well as the consumers of the print media.

The respondents in this study have indicated that the print industry in Cape Town is, to a degree, working towards a solution to reach the legislated ratios. However, real change in terms of racial demographics in Cape Town newsrooms is taking place very slowly and may be too late for the June 2005 deadline as set out by the country’s labour legislation.

Both newspaper groups which participated in this study have indicated a genuine keenness to fulfil their employment equity plans within the 2005 deadline. *Die Burger’s* employment equity plan aims to have a 50% designated staff/50% non-designated staff ratio before 2005 (Bolton, 2002). This employment equity plan is, according to Bolton (2002), in step with the readership totals for all the Media24 publications polled in this study, namely *Die Burger*, *MetroBurger* and *Jip*.

In its employment equity plan, Independent Newspapers Cape’s employment equity plan for its newspapers – the *Cape Argus*, the *Weekend Argus*, the *Cape Times* and the *Southern Mail* – seeks to address and redress unequal labour legislation which has caused

“disparities in employment and the unequal distribution of jobs which created pronounced disadvantages for certain categories of people within the national labour market” (Wrottesley, 2002).

The newspaper group has set out to



“eliminate discrimination based on gender, race, religion, sexual orientation, physical disability and any other factors not based on the inherent requirements of the job and the employees’ ability to do the job (Wrottesley, 2002).

The *Cape Times* editor, Chris Whitfield, said the newspaper

- needed to be more creative about hiring
- needed to employ more people from designated groups at junior level
- there needed to be an improvement of skills with existing designated-group staff
- needed to train the right people
- needed to keep (the right people) by rewarding people of colour – possibly through merit increases where it is justified and
- needed to engage in formal training (2002).

Both Media24 and Independent Newspapers Cape have set out on ambitious plans to address the inequalities of past employment criteria by adhering to the employment equity labour legislation. These employment figures are also intended to complement the readership figures of the newspapers in this study.

In the Media24 group, *Die Burger* has 200 000 coloured readers, while *MetroBurger* is read by 340 000 coloured readers, and *Jip* has 107 000 coloured readers.

In the Independent Newspapers Cape newspapers group, the *Cape Argus* has 194 000 coloured readers, while the *Weekend Argus* is read by 200 000 coloureds, and the *Cape Times* has 131 000 coloured readership. The CCN publication the *Southern Mail* is read by 85 850 coloureds.

How far are these newspaper groups from achieving their employment equity goals? During the course of this study, 5 of the 6 women respondents have resigned from their positions to take up posts either within the same newspaper group and elsewhere in other media positions. One has started her own public relations company and another has left the media profession altogether. If it wishes to keep its black women staff in senior posts, the print media should start paying realistic market-related salaries.



At the time of this study, the women polled have worked an average of 8 years in the media industry. All of them have tertiary education qualifications and have also gone on extensive managerial and other media-related training. Even so, most of the women have indicated a desire for further training opportunities. However, 5 of the 6 women have indicated poor salaries and 3 of the 6 citing job satisfaction as being criteria for resignation.

Given the factors that the women in this study are well-educated, and have the skills and journalistic work experience to fulfill the merits of their posts, it is unfortunate that not enough has been done to retain them in these positions. As has been mentioned elsewhere, only 1 of the women is still working at the same newspaper group.

Also, as a reflection of the society which it serves, newspapers need to be seen to be embracing the labour regulations as active and vigorous participants in reshaping this new South Africa. Cape Town newspapers have yet some way to go in achieving these goals.

Secondly, as historically silenced members of society, women have a definitive role to play in helping reshape the print media industry. The gender and racial demographics of the readers who buy these newspapers deserve to be shown a high level of respect.

One way in which to do this is by ensuring newspaper content is responsible and sensitive to gender and race issues. The media's role is to inform, educate and entertain. This can be done, for example, by guarding against newspaper content which may be regarded as biased, meaning sexist or racist.

The essence of the women respondents' role in the media can be captured as follows:

"In this age of declining newspaper sales sensationalism, especially in the weekend newspaper market, has become rife. I am regarded as a capable member of a team, which ensures that we do not publish that which could be morally or visually offensive, or present a demeaning stereotypical view of previously disadvantaged communities" (Respondent E).

It is clear that the newspapers that were studied were serious about the necessity of appointing black women in senior positions. However, in practice these ideals were not fulfilled. The newspapers have lost the majority of their black women employees, which has created a setback in terms of their employment equity quotas and would now need serious redressing.



These newspapers need to revisit their employment equity plans urgently and will have to recruit black women in all earnest if they want to achieve the goals of their employment equity plans – especially in view of the 2005 deadline for employment equity quotas as set out by the Labour Department.

The importance of appointing black women in senior positions cannot be stressed enough. Clearly not only to achieve employment equity goals, but to truly bring diversity to the highest level of editorial decision-making, to reflect the demographics of the Western Cape, and to bring those qualities to the people of the Cape as has been reflected by the respondents in this study:

“a different perspective on what is newsworthy”,  
a sensitivity towards what is “morally or visually offensive” by not “presenting a demeaning stereotypical view of previously disadvantaged communities or of gender issues”,  
to “concentrate on societal issues” and to  
“encourage different angles” to news stories.

The urgency of redressing past imbalances in employment quotas have also been addressed during the South African Human Rights Commission’s inquiry into racism in the media. The core issue of transformation has been addressed in an open letter to the SAHRC by *Sowetan* editor Mike Siluma, *Daily News* editor Kaizer Nyatumba, *Sowetan Sunday World* editor Charles Mogale, *Independent on Saturday* editor Cyril Madlala and SABC News editor Phil Molefe. They wrote:

“We are deeply concerned about the generally slow pace of transformation in the media. We are concerned that a good 10 years since the mammoth February 2, 1990 political developments and almost six years since the country’s founding democratic elections, the power structures in the media have remained largely unchained, with blacks, particularly Africans, constituting a minority in key decision-making functions” (Siluma, et al, 2000).

In their letter, the editors requested that the Human Rights Commission focus on, among others, affirmative action, media diversity and training. They wrote:

“It is important that black people are able to advance in their careers in the media industry. But we have to ask if the aim of such promotions is for black people to diversify opinion within the institutions concerned, or whether it is to use blacks as mere tokens for window dressing. While we fully understand the need to niche and focus media products, we submit that as a



society we need to attend more seriously to the question of media diversity to ensure that no view, especially a minority one, predominates over all others" (Siluma, et al, 2000) .

Siluma et al wrote that

"Given our history of racial discrimination, it is imperative that special attention is paid to the training at all levels, but especially in senior levels of black media professionals" (2000).

The danger of employing staff only for the sake of fulfilling employment equity quotas could have other negative implications for the employee.

"Beneficiaries of 'empowerment' increasingly complain when changing jobs that they ... don't carry real responsibility ... (and) are not allowed to drive projects through to completion or drive real change" (Baxter, 2001).

Baxter also wrote that:

"Posts that once bestowed the power to act have quietly been transformed into posts with the power to recommend. Instead of saving time by making a decision, the post-holder now refers the matter up one management tier or seeks head office approval. This makes a mockery of efforts to properly manage productivity" (2001).

It would serve Media24 and the Independent Newspapers Cape well to heed, practically, to the advice from the South African National Editors' Forum, which concluded from the inquiry into racism in the media, that:

"... there was a need for greater diversity both in terms of the market and of the staff. Of particular concern was the small number of black ... women in senior management positions" (SANEF, 2000).

SANEF also said:

"In-house training for journalists and other media professionals is largely uncoordinated and dependent upon the particular media institution's policy, capacity, commitment and resources. The result of this is varying standards in respect of knowledge, skills and ethics" (2000).



SANEF recommended that:

"consideration be given to the establishment of cadet training programmes for aspirant journalists that would not only address issues such as professional standards and ethics, but also to ensure that an understanding of the Constitution and human rights was integrated into the training received" (2000).

Hernandez wrote:

"The future for women in the media depends on women committed to a long-term effort and working together to provide support through mentoring, sharing and learning" (1996:12).

It is clear that the management at both Media24 and Independent Newspapers Cape have to give urgent attention to retaining black women to senior management posts. Failure to do so may result in poor worker morale as black women in junior posts may not see themselves as having strong career prospects at these respective newspapers, or the newspapers may be regarded as not being serious enough in their attempts to redress the past employment imbalances.

If this is the case, the opinions expressed by the black male editors to the Human Rights Commission may still be regarded as true, in spite of the employment equity plans of the newspapers in this study.

This researcher wishes to conclude, with Hernandez, that:

"When the needs of women journalists for equal access and equal opportunity are met ... they will move from being untapped resources to becoming true assets to their companies, their industry and their communities" (1996).

The onus to ensure that true employment equity becomes a reality in the newsrooms of these Cape Town newspapers rests firstly on the employers who should be serious about putting into effect their employment equity plans, but also on black women who should attempt to address employment concerns from within the company.

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## **Addenda**

### **Addendum A: Letter of Introduction**

Professor Lizette Rabe, Head: Journalism Department, University of Stellenbosch

*To whom it may concern*

This is to certify that Ms Mandy Eachells is a registered student for the MPhil course in Journalism at this department at the University of Stellenbosch.

She is currently undertaking research for her thesis, and needs access to information for her research proposal on black women decision makers in the media.

As her study supervisor, I will appreciate it if you could give her access to your company's information on this issue as this is for academic purposes.

With appreciation

PROF L RABE

HEAD: DEPARTMENT OF JOURNALISM

14 May 2002

Addendum B: Letter of Introduction

Independent Newspapers Cape (INC) Managing Director Shaun Johnson

23rd April 2002

TO WHOM IT MAY CONCERN

I write to introduce Mandy Eachells, a sub-editor on the *Cape Argus* at Independent Newspapers Cape.

In addition to her sub-editing duties on our title, Mandy is completing an M. Phil in Journalism at the University of Stellenbosch and is scheduled to complete the degree by the end of this year.

Part of the requirements still to be fulfilled is a mini-thesis component, which Mandy has chosen to focus on issues around women operating at daily newspapers in South Africa. The research is for academic purposes only and will not be published.

I would be grateful if you are able to assist Mandy in her research. She is a person of integrity and talent and I do not believe your time would be wasted.

Kind regards

Shaun Johnson

Managing Director



## Addendum C

### Declaration of Intent

These questionnaires form part of a scientific study for the purposes of obtaining my Master's degree in Journalism from the University of Stellenbosch, Cape Town.

These questionnaires – one quantitative for Editors and one qualitative for Black Women – are aimed at determining the role black women play with regards to the decision-making functions at urban daily newspapers in South Africa.

While, for the purposes of identification in the study, respondents are required to identify themselves, all information obtained via these questionnaires is for the purposes of this academic work and shall be treated with dignity and respect.

Upon completion, the study in its entirety, including the findings, shall be available from the archives at the University of Stellenbosch.

Student/Researcher: Mandy Eachells

Ph. 021-703 4720 (H)

Fax. 021-703 4546 (H)

Cell 082 955 3006

E-mail: [mandyk@xsinet.co.za](mailto:mandyk@xsinet.co.za)

Student Number: 13750534

Supervisor: Prof Lizette Rabe

Head: Journalism Department

University of Stellenbosch

Ph. 021-808-3488 (office hours)

## Addendum D

### Quantitative questionnaire for Managing Directors/Editors

1. How many Black women (meaning African, coloured and Indian) on your staff make decisions with regards to news content on a daily basis? Include editor, assistant editor, news editor, chief sub-editor, production editor and their deputies. Specify the number of African, coloured and/or Indian women editors.
2. How many Black women held positions that required decision making of news content before 1998 (promulgation of the Employment Equity legislation)?
3. What are the job descriptions of the Black women in positions that require decision-making with regard to news content?
4. Has the job description changed since 1998?
5. If so, why and how?
6. If any, what future (mid- to long-term) changes does the company plan to implement with regards to these positions? Please indicate estimate time frames and submit reason(s) for your answer.
7. What training plans have been set aside for the Black women in these positions? Please submit estimated time frames.



## Addendum E

### Qualitative questionnaire for black women

1. What is the title of the position you hold at the company? Please state your name, the title of your position and the company for which you work.
2. State since when (month and year) you have been holding this position.
3. What is your job description?
4. To your knowledge, has your job description changed from that of the previous individual who held the same position you now hold?
5. In the normal practice of your duties, how often do you decide on the content of the newspaper?  
Tick appropriate box.

a	Daily
b	Twice a week
c	Once a week
d	Other. Please indicate

6. What type of news do you decide on? Tick most appropriate box.

a	Hard news
b	Leader page
c	Women's page
d	Life page
e	Society page
f	Other. Please indicate

Continued / Qualitative questionnaire for black women

7. How often is training offered through your company? Tick appropriate box.

a	Annually
b	Bi-annually
c	Less than once a year
d	Never

8. Has the company officially notified you of any training that would be made available to you? If yes, please expand.

9. Please indicate your level of experience. Answer all.

a	Number of years as a journalist
b	Prior learning in journalism (such as short courses)
c	Positions previously held as a journalist. Also indicate companies.

10. What is your highest completed academic qualification? Indicate full qualification, institution and year of completion.

a	Ph.D
b	Masters Degree
c	Honours Degree
d	Degree
e	National Diploma
f	Matriculated
g	Other. Please specify

11. Was your acquiring the post an Affirmative Action requirement?

a	Agree
b	Disagree
c	Unsure



Continued / Qualitative questionnaire for black women

12. What strengths/ qualities do you bring to the position you hold? Name at least three.

13. What improvements have you introduced to the position?

14. What improvements do you want to bring to the position?

15. If you were to resign, what would be the most likely reason?

a	Higher remuneration
b	Job satisfaction
c	Other. Please state